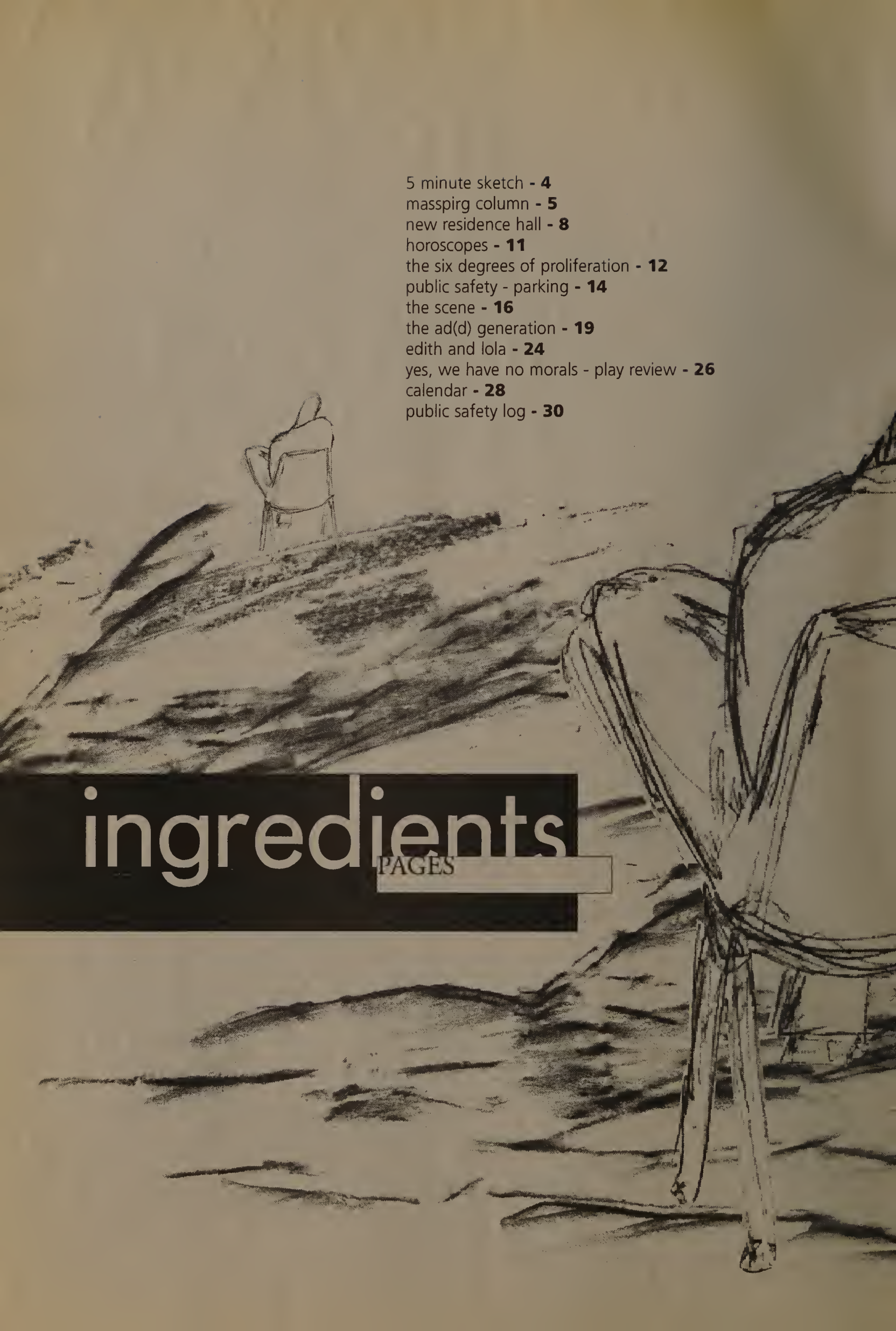


april / may 2000

# sticks and stones

The MassArt Free Press

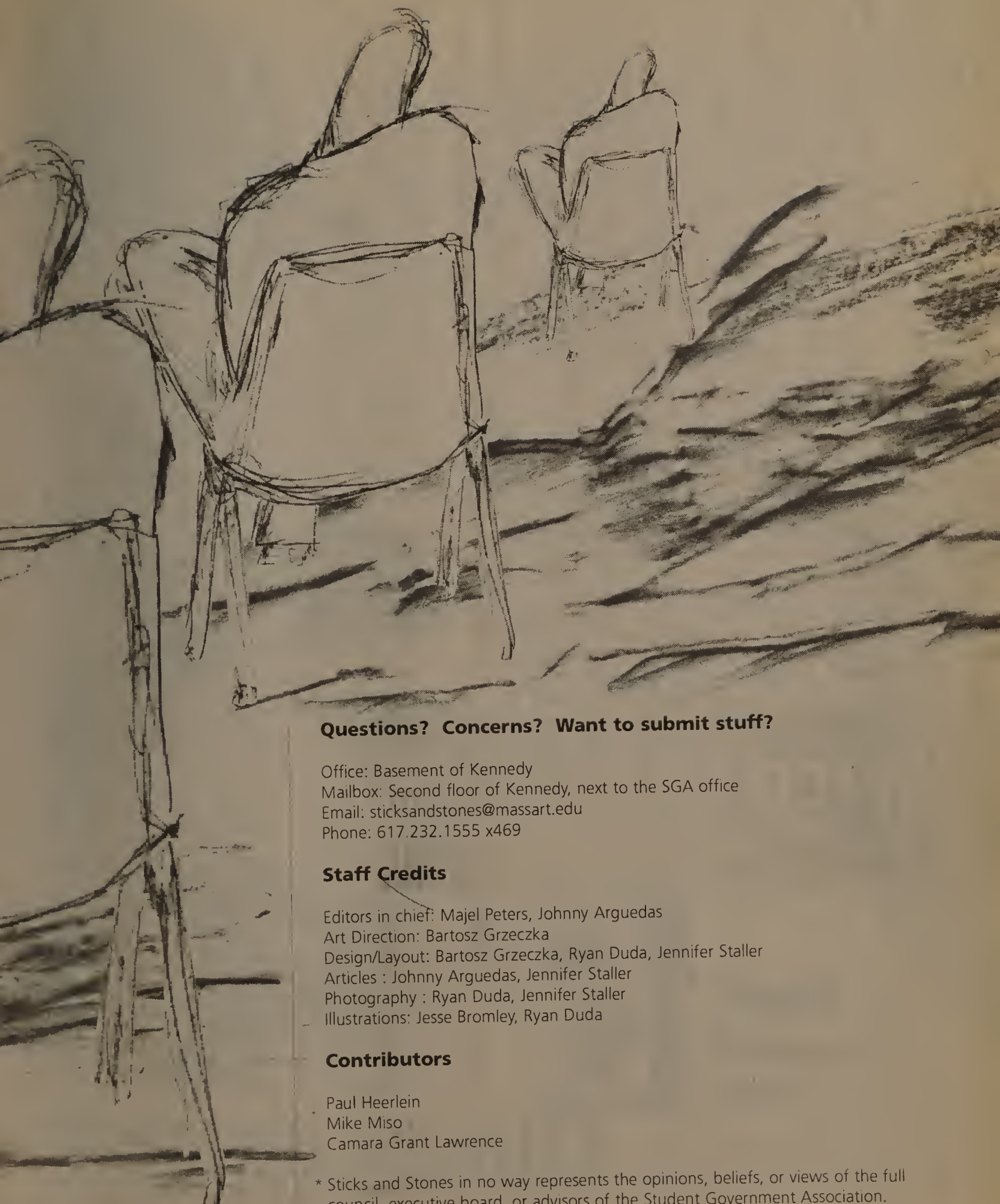




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# ingredients

PAGES



### **Questions? Concerns? Want to submit stuff?**

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\* Sticks and Stones in no way represents the opinions, beliefs, or views of the full council, executive board, or advisors of the Student Government Association.



*So Mike, what do you do around here?*

Duh! I suppose, everything that's required of me, actually. Prepping food, taking care of students, that's my job.

*How long have you been here?*

Three years.

*What do you do outside of Mass Art?*

You don't wanna know... it's illegal in 52 states. [chuckles] I like to have a good time, I like to get out and about, you know, being active. I also like to party... just about anything, I'm a pretty open-minded guy, you know?

*How many days of the week do you come to work hung over?*

I don't know, maybe once in a while. Once in a great while.

*Would you take a bullet for a Mass Art student?*

Definitely, in a heartbeat.

*What would your dream job be?*

I never actually had a dream job. If you wanna consider maybe sitting my ass on a sandy beach, watching the babes go by... somewhere in some tropical fucking island where I don't have to do dick, that's my dream job.

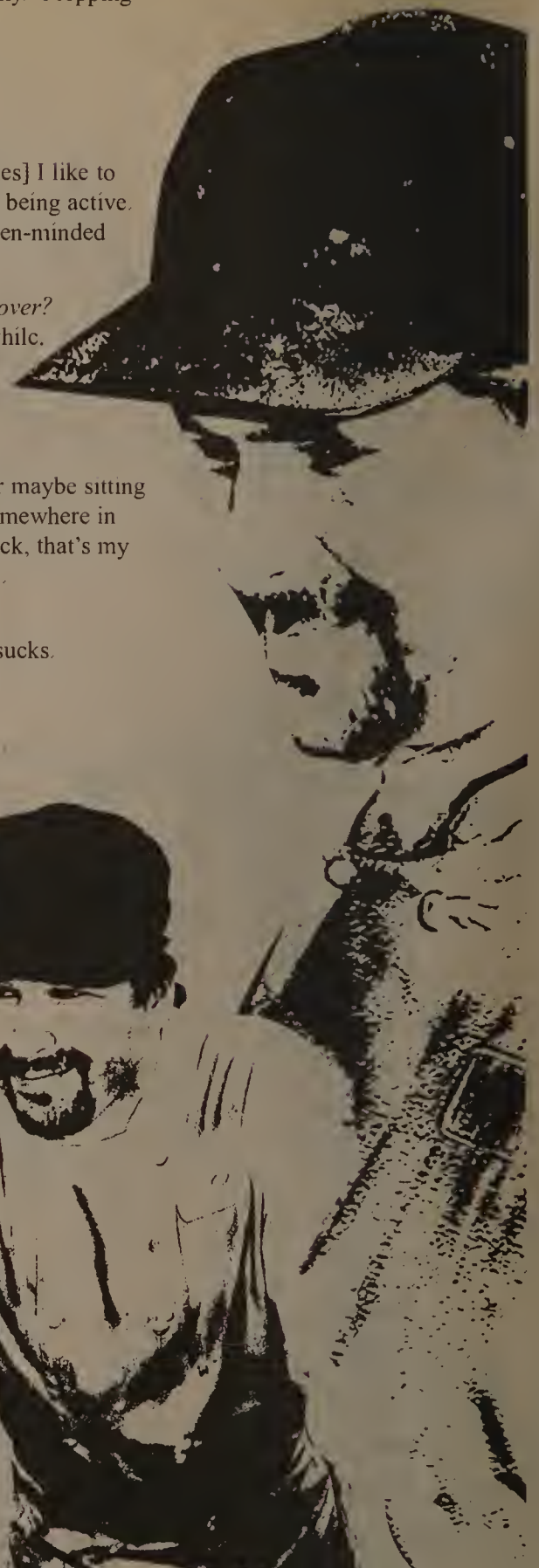
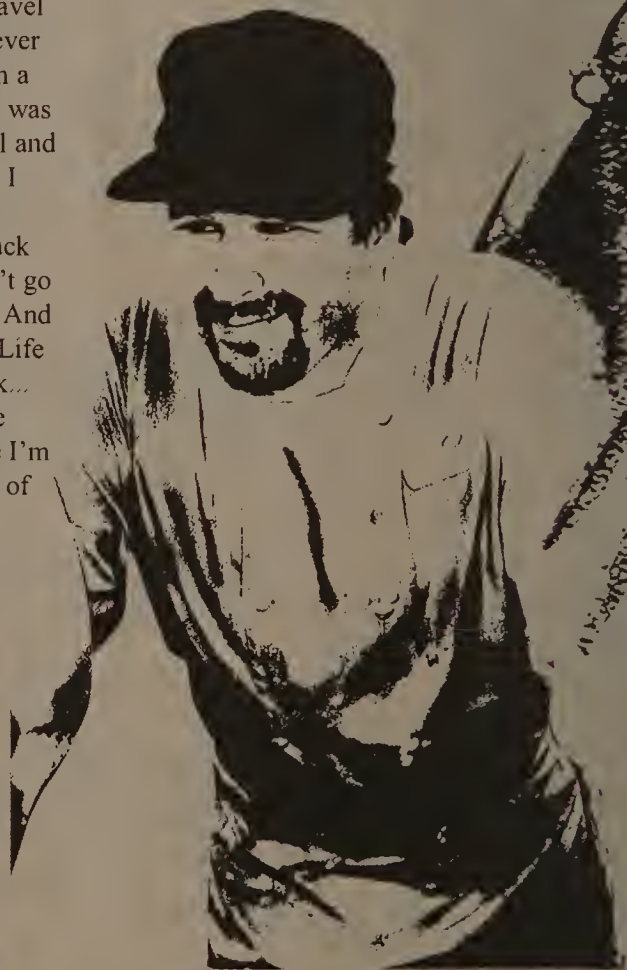
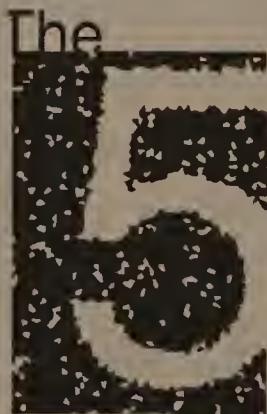
*That sounds good...*

Who wants to fucking work for a living, you know? It sucks.

*[A little later...]*

I could tell you stories... I've lived a very exciting life. Travel to different places when you're young though, travel as much as you can... see everybody, do everything. Never be ignorant, keep an open mind about stuff. Life is such a ride. I left school when I was 17, I got really sick and I was on my own and I was working. And between the school and working at night doing heavy laboring work, you know, I just got ill. So I said, "Screw with the schooling" and [eventually] went back in my twenties. When I went back to school it came to me so easily. Before it just wouldn't go through, it was like I had a mental block or something. And when I went back everything was like a piece of cake. Life taught me all that. Just several years of learning to walk... now I'm just a master of disaster. I mean, I get all these corporate people coming in and trying to talk to me like I'm some sub-person or something and I just blow them out of the water with [something] intellectual...

**Chattin'  
with  
Mike**



# Minute Sketch

PROFILING THOSE BEHIND THE SCENES AT MASS ART

## Artists and Activism

By Kim Wetzel, Campus Organizer

I am excited to be the first person to write the MassPIRG column, being the first person to organize a chapter at MassArt. MassPIRG is the Massachusetts Student Public Interest Research Group. We work on environmental, consumer, and student issues through education, media visibility, and legislative lobbying (petitioning, postcarding, phone calls, etc.)

The chapter was started last spring when students overwhelmingly voted to fund it through a waivable \$7/semester fee. They saw the need to pool resources, connect with campuses across the state, and hire advocates and organizers to work on issues affecting them. Funding student groups that can lobby on their behalf is a unique ability of students at Massachusetts State schools.

But student free speech is being threatened. The constitutionality of mandatory student activity fees is being challenged in the Supreme Court. If eliminated, there will be no money to support student groups, severely limiting the free exchange of ideas on campus.

Scott Southworth, a University of Wisconsin graduate, sued his school, because he believed funding student groups that he did not support (a women's group, Pro-choice, Amnesty International) was unconstitutional. The argument of "forced association" has made it all the way to the Supreme Court. Most states

are failing to support the mandatory fee. At the University of Northern California, the board of directors exchanged the mandatory fee for a donation. You can imagine, if made voluntary, money given for student activities would drop dramatically. If you saw a \$75-\$200 "donation" on your bill, you would probably ignore it.

## masspirg

A crucial element of our education involves activities outside of the classroom. Bringing guest speakers, hosting teach-ins, and feeding guests at your senior show are all funded by the mandatory student activity fee. Tuition is not optional, and the activity fee should not be either. MassArt is leading the state in organizing students against Southworth. We are informing and organizing other school leaders throughout the state. They will be coming to a press conference here as soon as a decision is made, to make sure the media covers the state-wide student opinion of the case.

### WHAT ELSE HAS MASSPIRG BEEN UP TO?

Working with Clean Buses for Boston to replace diesel buses with clean running ones, USPIRG lobbied on students' behalf to raise Pell Grants by \$200. Our consumer advocates exposed outrageous ATM and bank fees. Our Americorps program, Massachusetts Community Water Watch, is cleaning up the state's river ways and



educating K-12 students on water quality and the environment.

### **On April 15th from 9:30am-3:00pm the Boston-wide Earth Day Clean-up**

will be taking place. There will be upwards of 500 participants. (MassArt students are designing the t-shirts for the event!) Contact us to find out how you can join the clean-up!!!

## **RESPONDING TO SOME QUESTIONS AND COMMENTS**

A note was stuck onto the Clean Buses for Boston photo display (up February 21-25): "This doesn't help anything except take more trees from the globe."

-Any one person educated on issues of global warming, environmental injustice, energy issues or consumption justifies the small quantity of paper used. Saving paper does not legitimize withholding information about a political or social issue. It is a renewable natural resource and an important medium to educate and express ideas.

A message was written on an Earth Day 2000 Education Week Facts sheet (posted February 21-25): "-some facts about MassPIRG- MassPIRG raises hundreds of thousands of dollars each year from many people, saying the money is going into "Earth issues" etc. Not a dime actually goes into cleaning pollution. After paying their employees to accost the public- the

remainder of their fundraiser" goes to a "lobbyist" - some guy in the state house who bribes senators and politicians to vote (ex. The clean air agenda). Keep dirty politics out of my school!"

-Yes, MassPIRG raises money to fund campus chapters through the waivable fees. We do fund advocates, lobbyists and field organizers through the canvas, a door-to-door fundraising method. Financial and political strength is built through citizen membership: money collected, information distributed and activists mobilized literally door-to-door. We could never match the millions of dollars that special interest groups spend lobbying on their behalf. Our power comes from people: over 50,000 MassPIRG members have a lot of pull. Our advocates do not make their issues known in Boston and DC with USPIRG, by stuffing dollars in politicians' pockets. They are presenting reports at press conferences written by our professional staff, holding meetings with local legislators, coalitioning with other grassroots organizations, and a variety of other tactics. I am glad you are frustrated with our current political system, because I am too. Why do I have to choose between Gore and Bush, when both candidates get soft money and don't represent my views? Why do logging companies get to profit from our public lands and oil companies receive government subsidies? Why do American companies move to other countries to exploit the weak laws and human beings? The answer is special interests.

Our "public interest" group advocates for the greatest good for the greatest number of people.

I am always available to discuss our campaigns and tactics. I urge you to take advantage of having a full-time organizer on campus. Learn some activist/organizing skills, get some information about pressing state and national issues, or, at least, rest assured that a lot is going on behind the scenes to protect your interests. I regret there isn't a better forum in which to explain to all MassArt students what their MassPIRG chapter is doing. This column should help increase communication.



**News Flash:** On Wednesday March 22nd, the Supreme Court overturned the District Court's decision that mandatory fees are unconstitutional. The unanimous decision stated that activity fees facilitate the free and open exchange of ideas. Southworth's camps is looking to remand (send back) to the District Court to decide the judgement of constitutionality of including a referendum in the University's policy to permit student group funding or defunding by majority vote of the student body. We will continue to keep a close eye on the case in the future.

**Phone :** x471

**Email :** masspirg@massart.edu

**Office :** Kennedy basement, suite 1

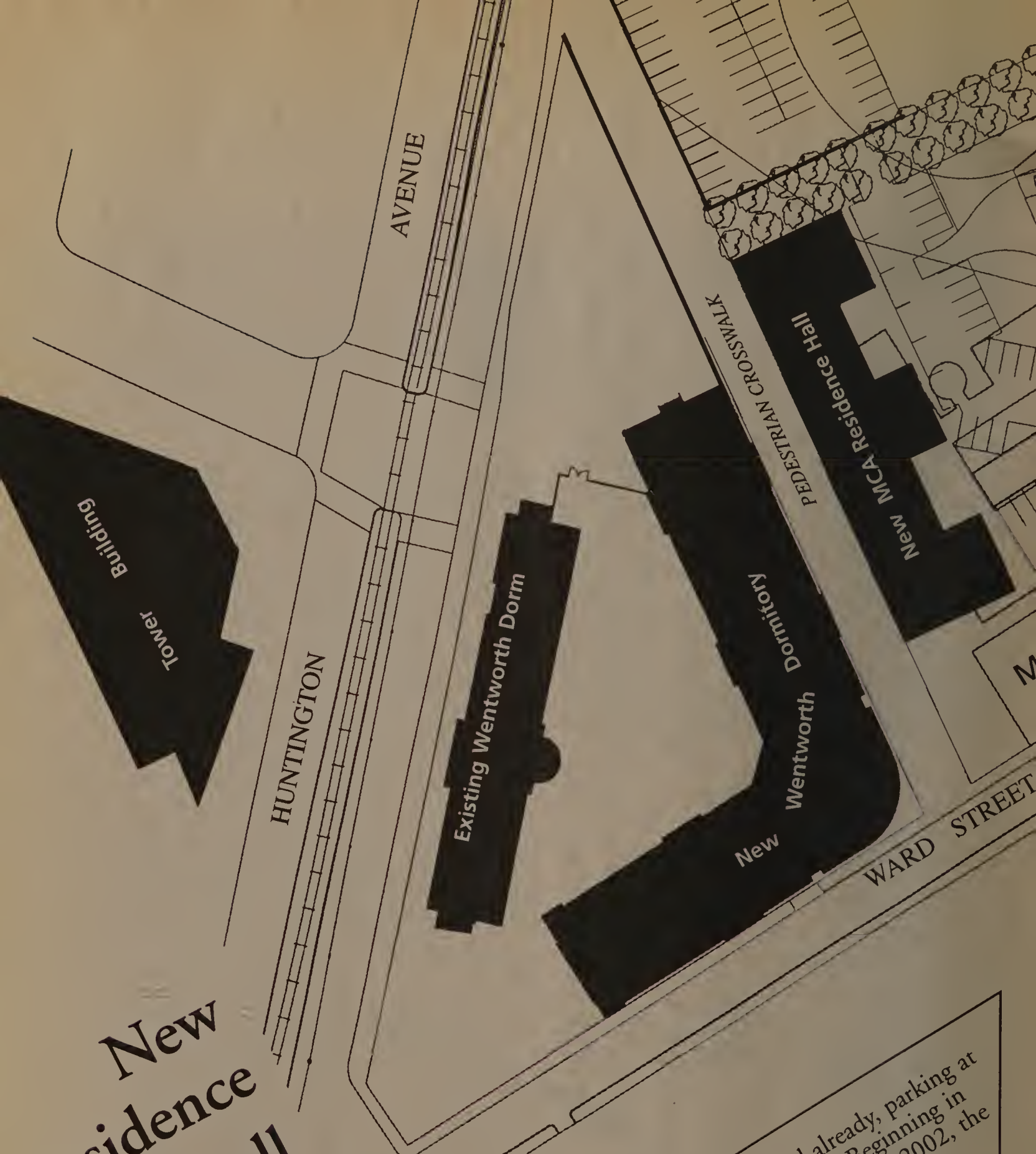
**Mailbox :** Kennedy 2nd floor, outside of the SGA office

**Water Watch Committee :** Wednesday at 7 p.m.,

**Earth Day Committee :** Thursdays at 12:30 p.m.

**Hunger and Homelessness Committee :** Thursdays at 6:30 p.m.

**Core group:** Tuesdays at 6:30 in the cafeteria.

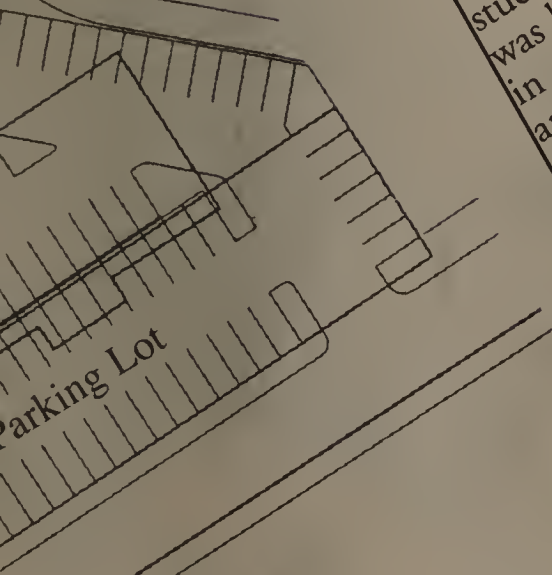


# New Residence Hall

by Jennifer Staller

Commuters beware- If you haven't heard already, parking at Mass Art will never be the same. Why? Beginning in September and continuing until the year 2002, the Mass Art parking lot will be the site for a new, 9 story residence hall. "So where will we park?" you want to know. Mass Art has worked out an arrangement with





commuting! Paul McCaffrey, vice president of student development, was kind enough to fill me in on the details. Unfortunately, anyone past the freshman year will never see this project to its completion, but you can get excited for the Mass Art students of the future. Here is the lowdown: Smith Hall will remain as is, but there will also be a new, 9-story, 310-bed dormitory on the premises of what is now the Mass Art Parking Lot. This new dorm will be bigger than Smith Hall, which now houses 115 beds. These 310 beds will be divided into 85 units, each with its own kitchen area and bathroom. Bedrooms will be larger than the ones at Smith. Singles will be 120-130 sq.ft and doubles will be approximately 175 sq. ft. Each room will be furnished and will be outfitted with high speed internet access and connected to the college's phone system. 250 of these beds will be for Mass Art students and 60 will be for Museum School students.

The building will include 8 large work rooms with ventilation and a spray booth. There will also be a gallery in which graduate students and alumni who aren't yet affiliated with a gallery will be able to display work. The first floor will house a retail venue, its exact nature is yet to be determined. Thoughts on the subject include a convenience store, coffee and sandwich shop, or art supply store. Under the residence hall will be a parking garage with a 50 car capacity (the 50 remaining student slots may be above or below ground). How much would you be willing to pay for one of these prime locations new

Roxbury Community College, which is exactly 1 mile from the school, to use their parking lot until the completion of the project. No, you won't have to walk a mile to school (uphill, both ways!). Mass Art will have two shuttles running every 15 minutes from 6:45 a.m. - 10:45 p.m. to bus students and faculty to and from the school. Price for parking will remain the same three dollars and fifty cents a day for students. Eighty spots will be reserved in the Mass Art parking lot for faculty and handicapped access during construction. So will our old spots be losing 100 student building process? Bad news, commuters; some will be restored, but in the end, we will be losing 150 that exist now. The only parking spaces. Only 50 student slots will remain, compared with the 150 that exist now. The only comfort in that is the knowledge that most of us will have graduated by then and won't have to deal with the pandemonium. On the bright side, Mass Art will have a brand spanking new residence hall that people may want to move into just to avoid the hassles of

rooms with all the fixings?  
The suggested rate is  
somewhere around \$650 a  
month. The going rate for a  
Smith Dorm room is \$500,  
but in three years, inflation  
will probably make \$650  
seem like not that big of a  
difference. In contrast to  
apartment hunting, there will  
be no last month, security  
deposit or brokers fee. In  
addition, the new hall will  
offer the option to rent for 10  
months or 12 months- good  
news for students who could  
do without the hassle of  
having to vacate every time  
there is a school break and for  
the summer. Yes, students  
will be able to live in one  
place all year round!

Wentworth, at the same time,  
will be building a new, 5 story  
dormitory in their parking  
lot. The road that separates  
the two will become an  
attractive pedestrian walkway  
(part of a sidewalk chain that  
will link all the schools of the  
Fenway together). In front of  
the remaining parking lot will  
be some kind of artistically  
rendered wall, possibly made  
entirely or partially out of  
glass. This will promote  
visibility of Mass Art to the  
public eye. In two years,  
Voila! Mass Art will have a  
new look. Stay tuned: A New Cafeteria  
by August 2001.

## Residence Hall contd.

ZZZZ



# Horoscopes

## Aquarius

<sup>Jan 20 - Feb 18</sup>  
You've been keeping that secret in for a long time. You should tell someone soon, or else you'll get an ulcer. Or worse, zits.

## Pisces

Dude, if you wanna score with chicks, putting on the soundtrack to Poltergeist before smooching her won't help.

## Aries

<sup>Mar 20 - Apr 17</sup>  
Catch up with a friend you haven't seen in a while. If she's still as boring as she used to be, say that you left the baby in the tub and you need to finish bathing him. Then run, Forrest, run!

## Taurus

<sup>Apr 19 - May 20</sup>  
You will get much play. Your mack-meter is at an all-time high. You will be a man about town, with men and women flocking to you wherever you go. Oh wait, sorry, I read the stars wrong. Looks like it's another month of staying at home and watching reruns of Gilligan's Island in your tighy-whiteys.

## Gemini

<sup>May 21 - June 20</sup>  
Do you like cheese? I do.

## Cancer

<sup>June 21 - July 22</sup>  
Wow, you are doing well this month! And it looks like you'll be on a hot streak for a long time. So you better get your ass to Church and thank God right now or else you'll burn in the unholy pits of sulphur and brimstone that is Hell!

## Leo

<sup>July 23 - Aug 22</sup>  
Be strong. Your time is coming, so be patient. Don't crumble under pressure, kinda like stale cookies.

## Virgo

<sup>Aug 23 - Sept 22</sup>  
Forget the past. It won't show up again... unless you're Michael J. Fox in Back to the Future. In which case, you're sick... kissing your own mom like that. Ugh.

## Libra

<sup>Sept 23 - Oct 22</sup>  
Liberate those pets you've been keeping. Poor little critters need some freedom! Start collecting rocks or stamps or some other nerdy thing.

## Scorpio

<sup>Oct 23 - Nov 21</sup>  
This month, evil has a new name. It's Jeff. Beware of Jeff.

## Sagittarius

<sup>Nov 22 - Dec 21</sup>  
Don't forget family, friends, enemies, club kids, businessmen, politicians, farmers, the dude who borrowed your Poison cd, or the elderly. They love you.

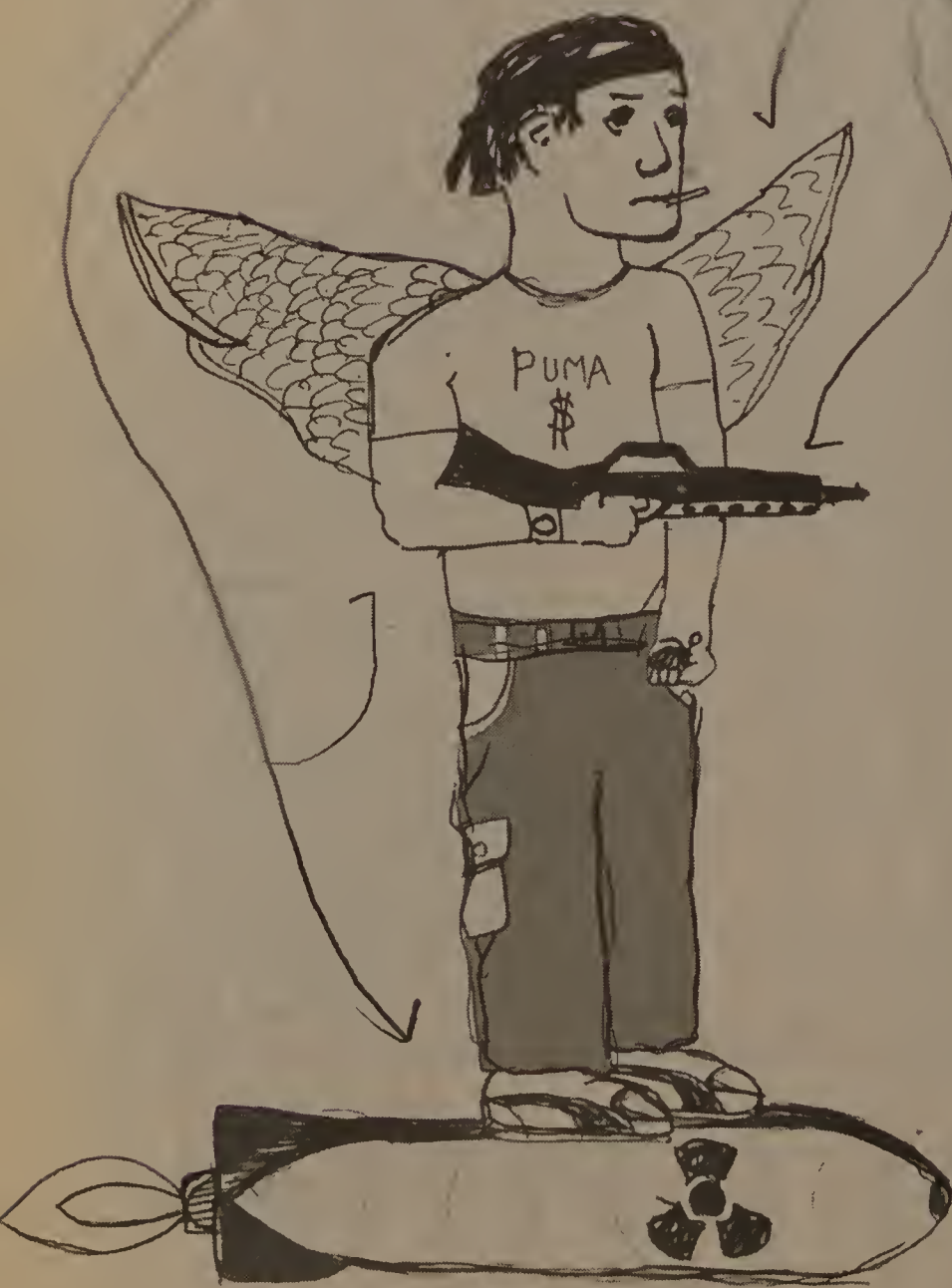
## Capricorn

<sup>Dec 22 - Jan 19</sup>  
You like to eat a lot. People make fun of you for it, others are worried at your fat intake. You just smile, because you know that the meaning of life is to stuff yourself with twinkies, cheeseburgers, and other yummy and unhealthy treats. At least you'll die happy, even if it is of a heart attack at age 35.

# The six degrees of Proliferation:

Hollywood Blockbusters,  
who makes them, and  
who they kill for \$

by Mike Pigo





When I was twelve, a friend and I were forced to watch "Pretty Woman." In the eyes of the cashier at the theater, we were not old enough to view the violent Arnold Schwarzenegger movie without the risk of it leaving on our minds the impression that blowing up helicopters and firing machine guns in crowded malls was a cultural norm. My friend was not very upset, probably because of Pretty Woman's mature subject matter. Richard Gere is a wealthy venture capitalist who comes to Los Angeles on business for the weekend and for some reason needs to have a girlfriend with him for appearances. The plot thickens about two minutes into the film, when his girlfriend/fiancee leaves him. Enter Julia Roberts, the healthy and attractive prostitute who Gere pays to share his hotel room and pose as his girlfriend for the weekend. They do not sleep together until they innocently fall in love about two-thirds of the way into the movie. What follows is what Roger Ebert in the Chicago Sunday Times called, "the sweetest most open hearted love fable" with characters who "emerge as both believable and sympathetic".

What planet is that asshole from? Pretty Woman was a nightmare eighties movie from hell, based loosely on the concept of "My Fair Lady" with heavier sexual overtones. It is nothing more than a pre-fabricated moral with the bulk of its jokes revolving around Julia Roberts shocking elitist crowds who roll their eyes and make faces in response to her gruff street walker etiquette.

So what does this have to do with fascism? Well, I recently learned about Pretty Woman's producer, Regency Productions president, Arnon Milchan. A native of Israel, Arnon inherited his family's failing agriculture business in the early seventies. By teaming up with Raytheon, an American government subsidised company, to produce a chemical fertilizer, he quickly turned the business around, and began investing in the arms industry. Around this time, Israel was looking to become a nuclear power. Arnon, being well known in the government circles, heard opportunity knocking. In a recent 60 Minutes interview with Steven Kroft, he recalled, "I, one day, said to my friend Shimon (Peres), who happened to be Minister of Defense, 'You know I could help you guys.'" (In the late eighties, Israeli intelligence was found smuggling stolen nuclear warhead components through a company Milchan owned, but he denied any complicity...)

The United Nations banned the sale of arms to the Apartheid Government of South Africa; however, thanks to Milchan and like-minded entrepreneurs, "Imports of western tanks, helicopters, and sophisticated technology...were critical to developing the counter insurgency potential of the SADF (South African Defense Force)." In his book, "By Way of Deception", Victor Ostrovsky, a former officer for Mossad (the Israeli Intelligence) stated, "We helped South Africa with their nuclear program...supplied them with most of their military equipment [and] trained their special units. We worked hand in hand with them for years."

In the mid-eighties, Milchan focused his attention on Hollywood. He founded Regency Productions, and has produced features such as Brazil, JFK,

Natural Born Killers, City of Angels, L.A. Confidential and the list goes on. When asked what led him to Hollywood, he admitted to Steven Kroft [that he felt] the urge to do something "scary".

Milchan has recently invested in Women's Tennis and owns about a third of the Puma brand athletic gear. He boasts of coming up with strategies to compete with Nike, a company that contracts sweatshops in Indonesia (a good place to exploit child labor). I suppose if anyone can compete with them, Milchan shows the most promise.

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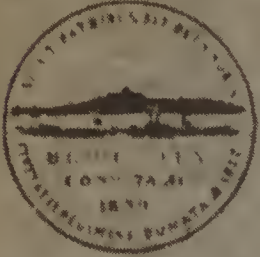
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ADDRESS

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CITY STATE ZIP



# Boston

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## TO OFFENDER:

This notice is to inform you that you owe the government more money. Failure to pay this fine will result in additional fines. You may appeal, but rest assured, you will be turned down. Fines collected will be put towards additional pork barrell projects. To avoid further penalty, partake in sparce, over-crowded public transportation.

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**FAILURE TO PAY PARKING FINES MAY  
SUBJECT MOTOR VEHICLE TO SEIZURE**



Place  
Stamp  
Here  
Post Office  
will not deliver  
without stamp

Pat. No. 4,850,525

# MassArt Student Parking

## September 2000

Starting in September 2000, construction of a new MassArt residence hall will begin on the site of the Huntington Avenue Parking lot. While this project is underway, parking spaces will be drastically reduced. The spaces that do remain will be reserved for a limited number of staff and faculty members.

An alternate parking facility will be made available for all student parking and for faculty and staff members who cannot be accommodated in the Huntington Avenue lot. The alternate parking lot is located at the Roxbury Community College on Columbus Avenue, about one mile from MassArt.

A bus shuttle service has been arranged to provide transportation to and from MassArt. It will run about every fifteen minutes from 6:30 AM to 10:30 PM. There will also be a security attendant on duty at the RCC lot during these hours.

Test runs for the shuttle service are being arranged to acquaint MassArt community members with the bus route and the type of bus that will be used for the shuttle starting in September. Contact Public Safety for additional information.

The vehicle registration process for students will remain unchanged. If you wish to use the Roxbury Community College parking lot, your vehicle must be registered with MassArt Public Safety at the start of the Fall term. Upon registration, you will be issued a decal to be displayed on your vehicle authorizing you to park in the RCC lot.

Parking coupon rates for students will remain at \$3.50 each. For students who find it inconvenient to purchase books of coupons, semester and monthly parking decals are an available option. Contact Public Safety for details.

MassArt is making every effort to provide the most convenient parking that is available as well as an efficient and professional bus shuttle service during construction of our much-needed new residence hall. Your patience and cooperation will be greatly appreciated.

*Thank you,  
MassArt Public Safety*

# VIOLATION



# THE

## RETURN OF THE REAL ROCK



**WHAT:** THE DONNAS, WITH THE SMUGGLERS AND THE PLUS ONES

**WHERE:** MIDDLE EAST

**WHEN:** MARCH 18, 2000

I've heard good things about the Donnas, a bunch of teen gals who like to rock out. They all changed their names to Donna, with a different letter serving as their last name (such as Donna F., etc.). Obviously, a neat little packaged outfit by a record company. I'd ordinarily be cynical about their music, but I decided to check them out anyway.

First up on stage were the Plus Ones. Bass, guitar, drums, and simple little rock songs with catchy riffs and great hooks. They got the crowd to boogie, and they were very polished. It drove the point home as to how random the record industry can be: given a chance, they'd



# SCENE

by Johnny Arguedas

probably be as huge as Blink 182, without their love for sincerely stupid lyrics. Towards the end of their set, the band asked the crowd whether they should cover the Buzzcocks or Madonna. Madonna won, and sure enough they went into a goofy version of Like a Virgin. That gets cool points from me!

I was wary of the Smugglers from the start. Canadian rock? Oh no. Well, Canadian rock ain't all that bad: there's Sloan, Tragically Hip, Neil Young... you get the idea. But still, I don't trust 'em. Much to my surprise, these Vancouverites showed up in matching suits and proceeded to blast out their hardcore jams. My fears were dashed. Dude, rock! The five-plus members all jumped around, kicked their feet up, and had a great time. The bass player swayed from side to side like Paul McCartney on crack. The guitarists were possessed, and the singer gave his all. Their energy and enthusiasm made them a huge hit with the audience, and I couldn't help but bounce along. Truly a great performance.

Finally, the Donnas. A four piece standard outfit, with lead singer, guitarist, bass and drums, the Donnas had the crowd swaying and never stopped. Classic rock gets a facelift from these young girls, and they held the crowd in the palm of their hands. The only nitpicky thing about their performance was that the drummer had a little trouble keeping the rhythm steady sometimes, but they knew how to perform, and it added some loose charm to their set. I realized halfway through the set that the great guitarist for the Donnas is probably around 19 or 20. I've been playing guitar for about a third of her life, and yet she blows my lame ass out of the water. They have a bright future ahead of them, and I guess I have many nights of practicing ahead of me.

## THEATRE X-TREME



**WHAT:** BLUE MAN GROUP

**WHERE:** CHARLES PLAYHOUSE, IN THE THEATRE DISTRICT

**WHEN:** ONGOING. CALL THE PLAYHOUSE ABOUT SHOW TIMES AND POSSIBLE STUDENT DISCOUNTS.

Wow. Gotta say, I was annoyed by the Blue Man Group commercials I've been seeing around town, but after seeing their performance, I was converted to a fan. Unfortunately, to go into detail about the performance would spoil the experience, so I can only describe it in broad terms: think art commentary, music, humor, and the ubiquitous "sensory overload" all rolled into one. The show is called Tubes, stemming from the fact that most of the instruments used by the Blue Men are made from PVC piping. The two-hour performance, with no breaks, flew by in an instant, and there was nary a dull moment. The best part about it was that we got in for free... gotta love those press passes! We also got a free copy of their cd, Audio, which is the soundtrack to the performance, re-worked to stand on its own. The music is mesmerizing and very organic, with careful attention to beat and rhythm. It's not just tube music, however: the house band adds texture and makes the influence of rock more apparent. All in all, it is not to be missed! And in a shameless plug, let me reiterate: we got to see them for free. Being a member of Sticks and Stones has its privileges.



## DEATH GETS CREATIVE



### WHAT: THE MOVIE FINAL DESTINATION

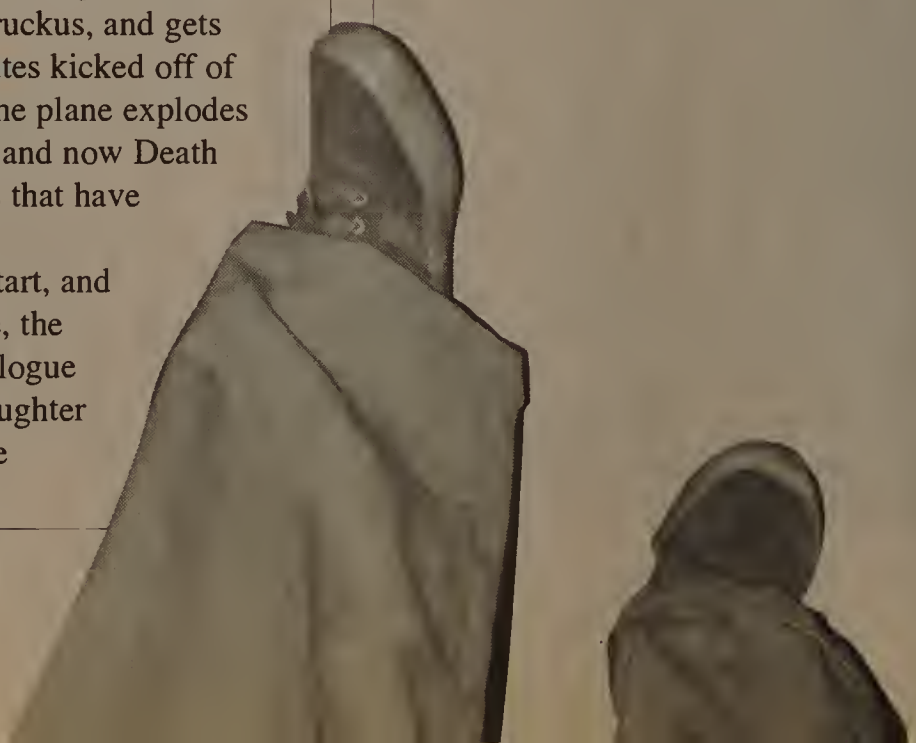
Nothing like a free preview screening to make you smile. Gone are the worries of whether the movie was worth the completely ridiculous \$8 you shelled out, plus the additional cash needed for snacks. The movie doesn't even have to be good! If it's entertainingly bad, that's enough for me. And sure enough, Final Destination was entertainingly bad.

The premise: a high school French class are about to go on a trip to France. Before take-off, one of the students dreams about the plane blowing up in mid-air. Freaking out at his premonition, he causes a ruckus, and gets himself and some classmates kicked off of the plane. Sure enough, the plane explodes after clearing the runway, and now Death has to come after the ones that have cheated it.

While this is a good start, and the acting was serviceable, the script was awful. The dialogue prompted unintentional laughter from the audience, and the characters reacted to each

other in a puzzling and unrealistic manner. The best part, though, was the deaths of the remaining students: who will be next? In what creative way will they be bumped off? Death apparently has a penchant for dramatics; most of the killings occur through a series of elaborate stunts, each well done there's There's a goofy cameo by the Candyman himself, but everything else in the movie was transparent and predictable.

Death has been a constant throughout existence. What makes a bunch of teens think that they're clever enough to escape it? Their cockiness is laughable. The standard Death-as-malevolence portrayal, also, gets tiring. Death is a natural force, not a boogiemani with creepy music in the background, out to get you because it's evil. Ah well, I can't complain that much, since I didn't have to pay. I don't think it's even worth a matinee price. But if you're in the mood for a semi-bad horror movie with cool deaths and unintentional humor, wait until it's out on video.





# the ad(d) generation

by Johnny Arguedas



Have you been to the Park Street or Harvard Square T stops lately? If so then you've been engulfed in the all new method of manipulating your mind: blanket advertising. The idea is to buy all of the ad space within an area and to engulf it in that one company's ads. Nike has cashed in on the Boston Marathon on Park Street, and last time I was there, American Express was touting its Blue Card at Harvard. And it works: after all, it's the only time when I remember a specific ad campaign in a specific space. But it took the company constantly screaming at me about their product while I waited for the T. Screaming is the preferred method by ad agencies to get your attention nowadays, and unfortunately we're not going deaf just yet.

Think about it. You wait for the T, you see ads. Get into the T, more ads. Go outside, billboards. Into public bathrooms, and sure enough there's some attractive men and women hawking random worthless junk above the urinals and by the stalls. Do you really need to be coerced into buying a cell phone while draining the lizard? On TV, the ads have become surreal montages of testosterone for men. Hipness is of utmost importance, and image has taken over. If the company's "cool enough", then maybe you'll buy their product. It amounts to a desperate grab for your attention; after all, do Pepsi or Coke really need to spend millions of dollars a year on ad campaigns? Is

there a single person on this planet that hasn't been exposed to their products? The audience has become increasingly impatient and unresponsive, so companies have gone from gently whispering in your ear about their product to putting a megaphone right next to your eardrum and blasting you with images which will appeal to you.

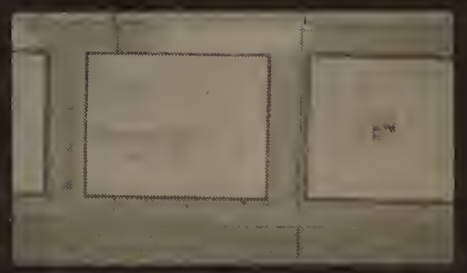
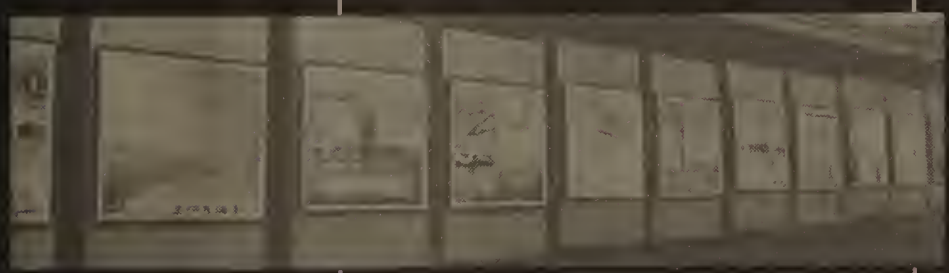
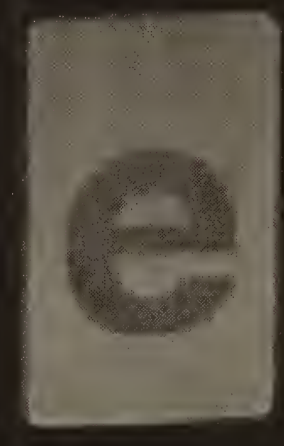
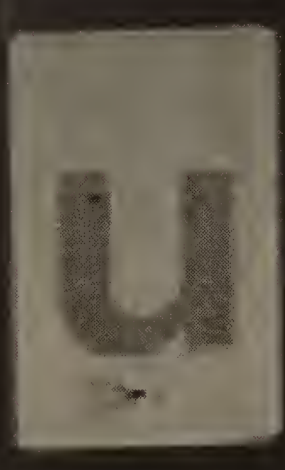
It's easy to denounce advertising as evil. Yes, they're manipulating you to buy a product you don't need. Sure, they get as much information from their consumers as possible in order to tailor their strategies and hit you with fake, compassionate imagery. But... um, what was my point? Oh yeah, advertising is evil. Website cookies send back information to the company about your location, on-line purchases, how often you traffic the website, etc. Credit cards do the same. Then they use this information to find the best way to make a lasting impression before you can click past the channel, website, and so on.

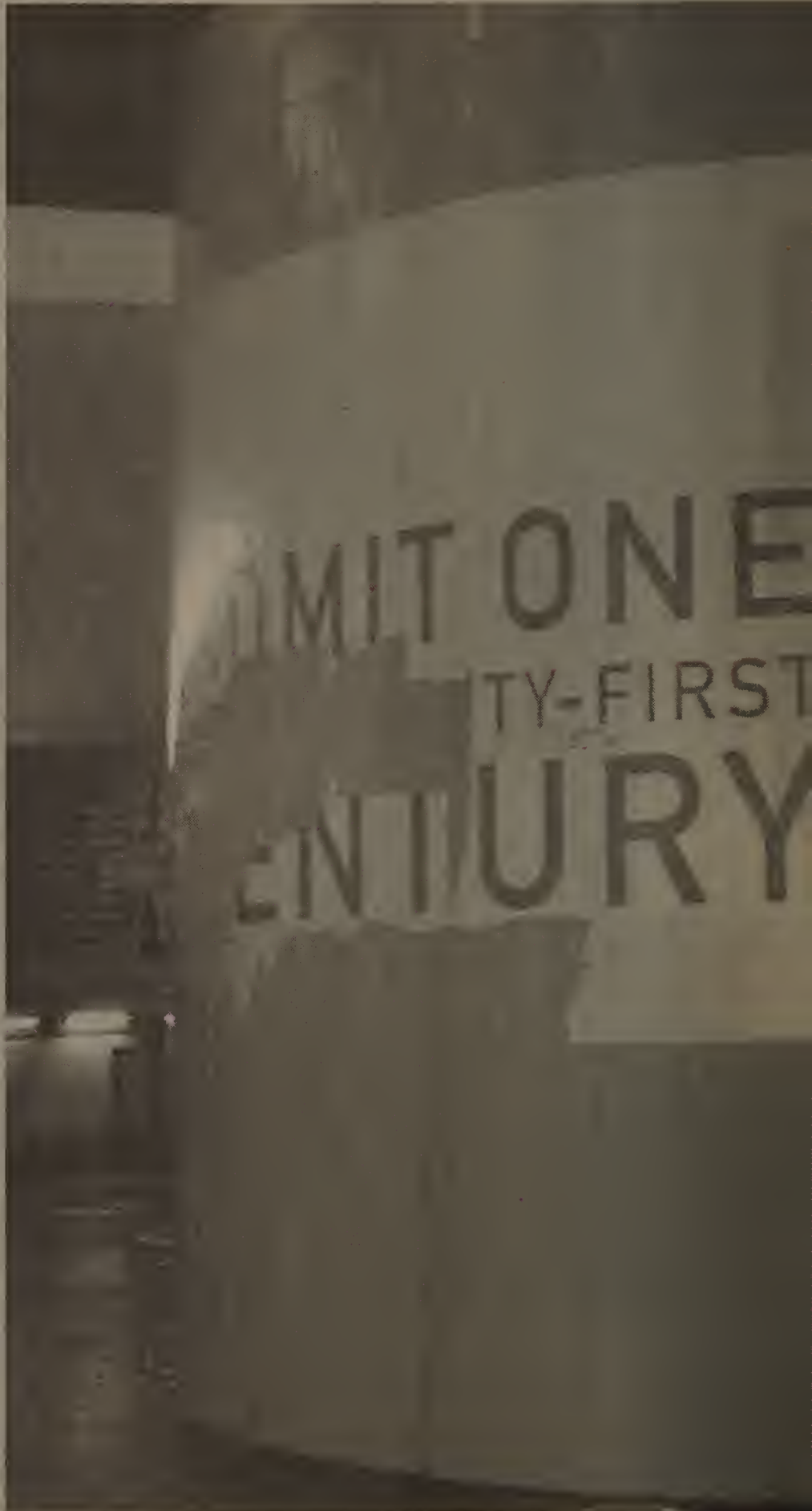
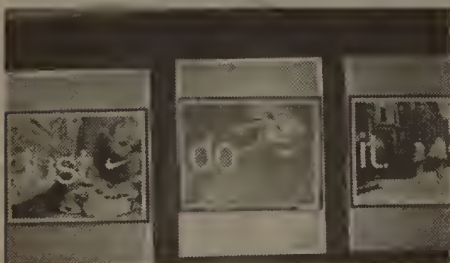
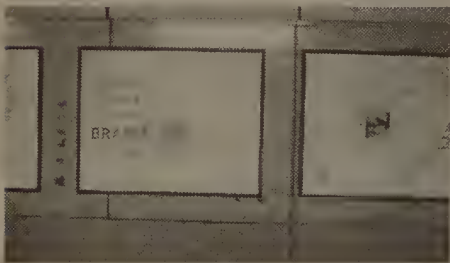
The other day, I was in the photo darkroom, listening to an oldies station with a friend. It disturbed us at how many of the songs were recycled into current ads. And that was the first thing we thought of, "Wait, wasn't this song used in an ad for something?" Through some market research, the idea of nostalgia as a selling point become popular. I guess their mission was partly accomplished (I say partly since we could not remember what the ads were for). It was the song which triggered our response, following the trend of recycling culture to a wistful audience. Now this trend has spread to entertainment: when will TV and movies stop using classic R&B songs to add emotional pull to a climactic moment? But perhaps that's another article.

Advertising agencies want to be your friend. They coax you with strategies derived from focus groups to make you feel as if they're a trusted friend, then entice you with their packaged baubles. The perfect 15 second soundbyte is the goal, to be unleashed upon an

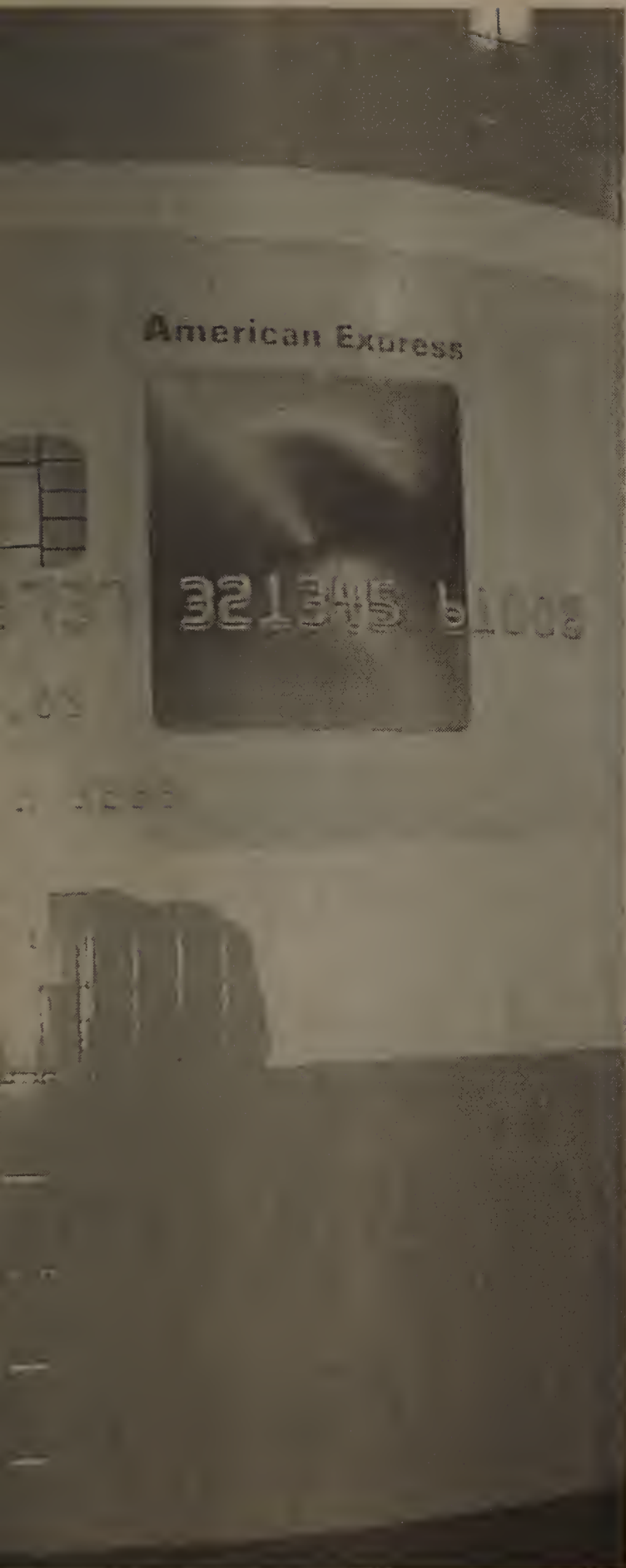












audience whose attention span has shortened. Rolling billboards (billboards on wheels, pulled by trucks) patrol Boston. Propeller planes fly banners for random companies. Everywhere you look, there's an ad. The constant presence of advertising in our daily lives is intrusive, and pretty soon no space will be safe from their obnoxious selling strategies. I'm afraid of what will come next.



Dear Edith and Lola,

I recently broke up with my girlfriend. I've been scoping out some hotties, and now I'm ready to get back into the dating scene. I'm a little rusty, so I was hoping that you gals could give me some pointers in attracting some hot chicks.

-Dippin' Into the Dating Pool

Dear DIDP,

Ya know what, sweetie? It takes time for those who have been out of the playing field to get back in the swing of things. What you have to remember is that you have to warm up in the bullpen first... take a few swings, get your reflexes revved up. Don't tar the ball, and only get the beer if you plan on drinking a lot, so that in you're drunken stupor you no longer remember how awful it tasted. Swing for the green monster, but when stretching for a double play, make sure your cup is well-positioned. The short stop is important! Run the bases with hands up in the air, and when it's the fourth quarter and your team is down by a field goal, make sure to kick it past the goalie during the power play for the whole enchilada!

-Edith





Dear DIPD,

Edith recently got ESPN2, and watching all those sweaty buff men has temporarily warped her brain, so lemme tell ya what you need to do: don't be a pansy. Ask as many girls out as possible, even the ugly ones. After you get repeatedly rejected, your rank odor of despair will go away, and eventually you might find a girl. Maybe. Or maybe not, if you're still living in a testosterone haze. It's the frigging 00's, and chicks are baby roosters, boy. Don't make me introduce you to the back of my hand.

-Lola

Dear Edith and Lola,

I'm stressed. I've been taking 5 classes this semester, and all the work is making me a little nutty. The other day I glued some pickles to a canvas and called the piece "Ode to the Existentialist Plight of the Pigeon." Needless to say it didn't go over well in my photo class. How do I release some steam and relax?

-Stressing Sophomore

Dear SS,

Aww, I know how hard these things can be. When I was in school, Reading, Writing and Arithmetic were all we needed. But nowadays you got that whole internet thing with the web pages and the phone cards and the microwaves and the fiberglass. All these wonderful technological inventions require knowledge of how to make them run, and now you have to go to school for longer. I remember going to school... they called me "Maybelle" back then. I wore flapper dresses and danced with Fred Astaire. He was a charming fellow, although a bit too thin for my tastes. I was more of a Cary Grant girl myself. His adorable chin with that little dimple in the middle made it look like a smaller version of his cute, dimply bottom. \*dreamy sigh\*

-Edith

Dear SS,

Geez, can't you figure anything out? Do what every single nerdy college student does to relieve stress: if under 21, wax the flagpole or flip the bean. Over 21? Go to a bar, drink, then wax or flip. Self-love is your friend.

-Lola

Dear Edith and Lola,

I want to take my s.o. to Boston Garden to show her the beautiful flowers, but I don't know when they start blooming. Would you happen to know?

-Flowers Fan

Dear FF,

Matlock liked flowers. Good old Andy Griffith... he was quite handsome too. Not in a Cary Grant kinda way, but in a "I'm just a country bumpkin with the I.Q. of paper clips" kinda way. I often dream of ponies. Ponies with flowers in their heads. Rhododendrons, I think. But if I knew when the flowers bloomed in Boston Garden, I wouldn't be here giving advice. I'd be out, frolicking in the meadows of the Garden! Frolicking, I tell you!

-Edith

Dear FF,

Who cares about some damned flowers? You just want to get it on with her in public, admit it! Well sicko, I wouldn't know anything about the 8 shaded areas close to the bridge which aren't patrolled by police after 11pm every Thursday through Saturday. I'm a respectable woman! When I need to be.

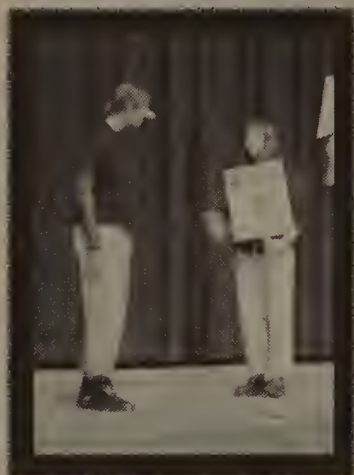
-Lola

\*Edith and Lola are fictitious characters and their responses are for entertainment value only. - Majel Peters, co-editor in chief

# Yes we have no morals

A Review by  
Jennifer Staller

If you missed Yes, We Have No Morals, by George Pederson, at the Mass Art Auditorium Feb. 18-19, because of the snow and slush, or you just had other plans, then you missed out on some quality entertainment. "No Morals" was a laugh a minute, split-your sides laughing occasion. I think the cast actually thought nobody was going to show up, because they kept apologizing for their lack of humor, and even skipped the intermission for fear that the audience wouldn't come back. No apology was necessary. The cast kept the script rolling with one joke after another, and when the curtain finally fell, I was even disappointed that it was over. I was glad that I had braved the ice and snow to watch my fellow Mass Artists perform, and was impressed by the amount of talent and ingenuity that I saw on the stage.



I have to admit I was a bit skeptical when the opening band, Ed and the Refrigerators kicked off the night with self-titled song "Sea Monkeys" in falsetto. I started having flashbacks of grade school talent shows when I realized the lead singer wasn't singing falsetto- it was his real voice- he couldn't have been more than 12. When he announced that he was going to play the accordion because the cast wasn't ready to start, I sat back in my seat, preparing for a long night. Upon opening up the program, I realized that the play was going to be a series of fairy tales, I thought, "Oh, well, now the age of the band seems more appropriate."





I've got to credit George Pedersen and his cast with breathing new life into some old, worn-out fairy tales, a feat which I didn't think possible. Complete perversion of plot lines and characters brought tired toddlerhood favorites to new comedic and moral heights, while still maintaining enough similarity to their original counterparts to be recognizable. The Three Little Pigs become the three Gangsta Pigs who trick a sniveling, spineless wolf into handing over his life savings. In Hansel and Gretel, the two children run away from their health obsessed step-mother (played by Ingrid Sundberg) because she feeds them nothing but rice cakes and bean sprouts and they stumble upon their ultimate fantasy- a house made of candy. Chicken Little stars several politically-minded barn animals who decide to picket Capitol Hill to fight for their various causes, all inspired by Chicken Little's getting bonked on the head by a rock, their signs reading "Sinners Repent, The Aliens are Coming, Save the Ozone Layer or Equal Rights for Chickens." The Three Bears featured a bearded, leather-jacket-wearing, escape convict with long blond hair, aptly named Goldilocks, who was trying to dodge the feds by hiding out at a the Bear's Bed and Breakfast. We can't forget the wolf that was a closet drag queen (played by William Goodell) in Little Red Riding Hood, who follows the hooded waif to her grandmother's house because he simply adored her luscious velvet cape. John Dennis was hysterical as Jack's overweight, Chinese-food-loving mother in "Jack and the Beanstalk", who becomes furious when Jack comes home with magic beans instead of her Soap Opera Digest and bok choy.

Props used in the play were minimal, but still got their point across. Strap-on animal noses were used to identify the characters. A spare wooden door represented the House Made of Candy and the Three Little Pigs' Straw, Wood and Brick House. Rice cakes thrown into the audience replaced Hansel and Gretel's bread crumbs and a wooden ladder served as Jack's magical beanstalk. With a seemingly small budget, the cast made the most out of their resources and pulled off a very successful performance. The cast worked well together, the script was funny, and the show was well-executed. Ed and the Refrigerators, like their song "I'm Annoying" was well, annoying, but I think that was intentional.



"Yes, We Have No Morals" proves that at a visual art school, talent can be found in areas outside of what we can create with our hands. It can be found on a stage or in a script, and yes, even with an accordion. When the curtain fell, the cast thanked their friends for coming and showing up just because they knew someone in the play. The statement seemed to be made partly in jest, but part in truth. I have one suggestion for the cast of "No Morals" : More Confidence! No need to keep apologizing! All of the play's little idiosyncrasies sort of worked together to add to its overall charm. Nice job, guys.

## APRIL

### 19

Fabulous Flicks: video series.  
Student Center, 12-2 p.m.  
Call x186 or x369 for  
more information.

### 20

Pizza with the President: Discuss  
current issues in a relaxed setting  
with President Sloan. Free pizza  
and beverages. Student Center,  
12-2 p.m.

### 26

Fabulous Flicks: video series.  
Student Center, 12-2 p.m.  
Call x186 or x369 for  
more information.

### 27

Coffee House: Enjoy free live  
music, coffee, and snacks.  
Student Center, 7-10 p.m.

### 29

Trip to the Massachusetts  
Museum of Contemporary Art  
(MASS MoCA) in West Adams,  
Massachusetts. Explore this  
fascinating and new museum.  
\$8 includes round trip  
transportation. Van departs from  
the Tower Building at 8 a.m. For  
more information call x186.

## MAY

### 1-5

Spring Sale: The perfect place to  
find that perfect Mother's Day  
gift or for others. Artists receive  
75% of the proceeds, 10% go  
to support students scholarships,  
and 10% defraying costs.  
Located in Tower Lobby, Mon.-  
Fri. from 10 a.m. to 7 p.m.

### 4

Revive for Reviews: It's back!  
Refresh and revive for your  
reviews and final exams. Stop by  
the Student Center for goody  
bags, free massages, information  
on stress-relief and relaxation.  
Student Center, 12-2 p.m.

### 6

Trip to New York City: Spend a  
day exploring museums, galleries  
and shops. \$30 includes  
round-trip transportation. Sign  
up in Student Development.  
Bus departs from the Tower  
Building at 6:30 a.m. Call x186  
for more information.

### 12

Senior Fashion Show: Tentative  
date. For more information call  
x461 or x373.

### 17

Junior/Sophomore Fashion  
Show: Featuring the Fashion  
Department's designs. Time  
(TBA) For more information call  
x451 or x373.

### 18

Honors Convocation: Awards  
Ceremony in Tower Auditorium  
at 4:30 p.m.

### 18

Senior Show Opening Reception:  
Artwork by Graduating  
Seniors in the Huntington  
Gallery. Reception following  
Honors Convocation.

### 19

Commencement: Evans Park,  
1 p.m. Reception to follow. For  
more information call x373.

All programs are sponsored by  
Student Activities and Programs,  
unless otherwise noted. All trips  
and other activities must be paid  
for in advance by check or  
money order only; cash and  
credit cards cannot be accepted.

## CONTACT

Massachusetts College of Art,  
621 Huntington Avenue, Boston, MA 02115  
[www.massart.edu](http://www.massart.edu) / 617-232-1555



# events~calendar

## HEALTH AND FITNESS CENTER HOURS

Monday 7-9 a.m., 12-2 p.m., 6-8 p.m.  
Tuesday 12-2 p.m., 6-8 p.m.  
Wednesday 7-9 a.m., 12-2 p.m., 6-8 p.m.  
Thursday 12-2 p.m., 6-8 p.m.  
Friday 7-9 a.m., 12-2 p.m., 6-8 p.m.

The Health & Fitness Center is located in the Basement of Kennedy.  
For more information call x369 or x186.

## WELLNESS CLASSES

Tai Kwon Do ^ Tuesday and Thursday 7-8:30 p.m.  
Karate ^ Monday 7-8:30 p.m. and Thursday 12:15-1:45 p.m.  
Tai Chi ^ Wednesday and Thursday 7-8:30 a.m.  
Yoga ^ Tuesday 5-6:15 p.m. and Wednesday 12-1:15 p.m.  
Salsa ^ Tuesday 6 p.m.

Classes are located in the Basement of Kennedy except for Salsa  
which takes place in the Student Center. For more information call  
x369 or x186.

## THE MATTING SHOP

Mondays 5-7 p.m.  
Tuesday 2-4 p.m.

The Mat Shop is located in the Basement of Kennedy. For more  
information call x369 or x186.

## BAKALAR AND HUNTINGTON GALLERIES

### Graduate Thesis Exhibitions

April/ May 2000  
Rotating exhibitions featuring the work of MFA candidates.

### Senior Show

May 2000  
Work by graduating seniors in all media.

## INSTALLATION

April 26 - May 9  
Lara DaCosta

May 10 - May 23  
Levi Macleish-Fuller

## TOWER GALLERY

April 26 - May 9  
MassArt Christian Artists

May 10 - May 23  
Amy Mathis, Marc Holland,  
Lara DaCosta, Meghan Sullivan

## STUDENTS LIFE

April 26 - May 9  
Design Show

May 10 - May 23  
Jeff Fichera, Mari Blanchard,  
Joseph Fontinha, Ivo Vermulen

**March 2, 2000, 12:30 AM.**

Officer while on patrol in the South Building heard a loud crashing sound. Investigation disclosed that a part of an art piece suspended from the ceiling of the South Building had fallen. Apparent cause was a structural failure of the artwork.

**March 2, 2000, 5:40 AM.**

Officer while patrolling in the Collins Building first floor observed a sculpture lying on its side. Sculpture was composed of a large timber, with attached bands of metal and one stone. The stone was broken into two pieces.

**March 3, 2000, 7:30 PM.**

The coach of the Emerson College softball team reported a piece of athletic equipment missing from their equipment room. Investigation disclosed the item was not stolen, but had been misplaced.

**March 3, 2000, 5:00 PM.**

Student suffered a wound to her right middle finger while using a drill press in the East Building Woodshop. First aid was administered and the student was transported to the Brigham and Women's Hospital where she was treated and released.

**March 4, 2000, 12:25 AM.**

Officer while on patrol outside Smith Hall observed a person urinating against the building. Officer spoke to the individual and advised him to move on or further action would be taken. Individual complied with the instruction of the officer.

**March 4, 2000, 1:36 PM.**

A MassArt student notified Public Safety that a WIT student was in possession of two pedestrian crossing warning signs owned by MassArt. Officer was

dispatched to the WIT parking lot, and discovered the WIT student had placed the signs in his vehicle with the apparent intent of converting them to his own use. WIT campus police were called to the scene since it was within their jurisdiction, and the property was recovered and returned to the MassArt officer.

**March 4, 2000, 8:30 PM.**

MassArt student injured his right ankle while playing basketball in the MassArt gym. Officer dispatched and applied an ice pack. The student declined transport to the hospital by the officer, and chose to accept a ride to the Beth Israel with a friend.

**March 8, 2000,  
3:00 PM.**

A faculty member advised Public Safety that a student reported being confronted by a fellow student who was verbally abusive. Both individuals were interviewed separately by the Vice President of Student Development who resolved the situation.

**March 9, 2000, 3:50 PM.**

Officer was dispatched to the Collins Building Foundry where a student had injured her right index finger with a hand-held DeWalt grinder. The officer administered first aid and transported the student to the Beth Israel for treatment. Upon discharge from the hospital, the student was transported back to MassArt.

**March 10, 2000, 11:05 AM.**

Public Safety was notified of a theft from the office area of Chartwells cafeteria. Incident investigated by Chartwells corporate officials.

**March 11, 2000, 12:45 PM.**

Several students were momentarily trapped in Tower Building elevator number three. After the students were released, the elevator was taken out of service pending repairs.

# KOPS KORNER



**MassArt Public Safety  
March 2000, Incident Report Log**

**March 14, 2000, 9:00 AM.**

Staff person reported that a video monitor was missing from Tower Building room 713. The monitor had last been seen on February 17, 2000. Since the item was generally used as a replacement monitor, it was not immediately considered to be missing.

**March 16, 2000, 10:20 PM.**

Student fell on the sidewalk on Evans Way causing a laceration over her right eye. Officer administered first aid and transported her to the Beth Israel Hospital for treatment.

**March 18, 2000, 11:10 PM.**

A MassArt alumnus suffered a fall while in the North Building room 175. He sustained an injury to his right ankle. Officer was dispatched and applied ice to the affected area. The officer offered to transport the individual to the hospital, but he declined. Instead, he chose to go the Beth Israel for treatment accompanied by a friend.

**March 23, 2000, 3:15 PM.**

Officers were dispatched to the MassArt cafeteria on a report of a larceny. A Chartwell employee identified a MassArt student who had left the area without paying for some merchandise. The student was interviewed by the officers, and the matter was referred to the Vice President of Student Development for disposition.

**March 25, 2000, 9:47 PM.**

A student reported that his bicycle had been stolen from the tenth floor of the Tower Building. He reported that he had left the bike unlocked and unattended for a period of about two hours. Students in the area were interviewed by an officer, and a description of a suspicious person was obtained. A search of the area was negative.

**March 26, 2000, 10:25 PM.**

A student reported his car stolen from Huntington Avenue in front of the Tower Building. The student was transported to Boston Police Area B-2 where a report was filed. He was then transported to the home of a friend who lives nearby.

**March 27, 2000, 5:46 PM.**

The fire alarm sounded in the Kennedy Building. Officers assisted in evacuating the building pending arrival of the Boston Fire Department. Investigation disclosed the alarm was caused by a malfunction, and students were permitted to re-enter the building.

**March 28, 2000, 3:50 AM.**

Officer was dispatched to Huntington Avenue on a report that a person had been "tagging" in the vicinity of the MBTA bus shelter. Upon arrival, officer found wet paint, but the individual was not in the area.

**March 28, 2000, 8:30 AM.**

A former MassArt student came to Public Safety and reported that recently she has been harassed off campus by a current MassArt student with whom she was once involved with in a personal relationship. The student wanted to inform Public Safety she would be seeking a restraining order against the individual.

**March 29, 2000, 8:01 AM.**

Public Safety was notified of a staff person trapped in Tower elevator number six. The person was freed after a period of twenty minutes and the elevator was taken out of service pending repairs.

**March 30, 2000, 1:45 PM.**

Public Safety was notified two persons were trapped in elevator number one. Elevator company was notified and released the passengers after a period of about twenty minutes.

